




# Business Administration

Course Number:	TOUR 235
Course Title:	<b>Rural and Agri-Tourism Development</b>
Credits:	3
Calendar Description:	This course examines tourism in diverse rural environments with a particular focus on agri-tourism as a niche tourism product/ experience which links rural and urban food systems. The social, cultural, environmental and economic aspects of rural tourism development are discussed. Regional, national, and international case studies are used to investigate the unique characteristics of agri-tourism and its contributions to sustainability.
Semester and Year:	<b>Winter 2024</b>
Prerequisite(s):	TOUR 105 or BUAD 115 or BUAD 206
Corequisite(s):	
Prerequisite to:	
Final Exam:	No
Hours per week:	3
Graduation Requirement:	
Substitutable Courses:	
Transfer Credit:	3
Special Notes:	
Originally Developed:	July 2020
EDCO Approval:	
Chair's Approval:	

## Professors

Name	Phone number	Office	Email
Danielle Robinson	250-809-2838	K: E225 P: PE A06C See office hours in Moodle.	drobinson@okanagan.bc.ca

## Learning Outcomes

Upon completion of this course students will be able to:

- Describe the social, cultural, environmental and economic context of rural and agri-tourism development.
- Identify rural and agri-tourism stakeholders (government, industry, community) and their roles.
- Relate rural and agri-tourism to the interdisciplinary concepts of identity, sense of place and authenticity.
- Examine the market potential for rural and agri-tourism as a niche product/experience.
- Compare agri-tourism initiatives in diverse rural environments.
- Evaluate rural and agri-tourism development using sustainability benchmarks.

## Evaluation Procedure

Individual Learning Activities	15%
Individual Photo Essay	15%
Individual Concept Map	15%
Group Destination Case Study Presentation	15%
Individual or Group Experience Development	10%
Individual Final Exam	30%
Total	100%

## Required Texts/Resources

Slocum, S. L., & Curtis, K. R. (2017). *Food and agricultural tourism: Theory and best practice*. Routledge.

The required text shown above and additional assigned reading/viewing will be available free in Moodle.

## Notes:

Detailed information about assignments and course schedule are available in Moodle. Assignments with due dates are in **bold** on the course schedule that follows.

All deliverables must be submitted via the appropriate Moodle dropbox on or before the due date unless an extension is approved in advance. Late submissions will receive a mark deduction penalty as determined by the professor.

Students outside the TOUR diploma may take this course as an elective but are responsible for ensuring that this course fits within their program and supports their graduation requirements. A Waiver signed by the Dean may be required.

This course is delivered asynchronously online using Moodle. However, there are components that may be completed asynchronously via online written discussion forums or synchronously through discussion seminars in zoom from 9:30-10:50am on Wednesdays, Jan 17, Feb 14, Mar 31, Apr 10. These options are underlined on the course schedule.

In addition, an agritourism field experience is required. Students may participate in a planned field trip tentatively scheduled for Wednesday, April 3 from 2-5pm in the Kelowna area or alternative arrangements can be made in consultation with the instructor.

## Course Schedule: Asynchronous Online

Date		Topic	Textbook
Week of:		Monday January 8th, First day of class Monday February 19 <sup>th</sup> , Statutory Holiday (no classes) February 20 <sup>th</sup> thru 23 <sup>rd</sup> , Reading Week Friday March 29 <sup>th</sup> and Monday April 1 <sup>st</sup> , Statutory Holiday (no classes)	Other reading/ viewing listed in Moodle
<b>1</b>	Jan 8	Module 1: Introduction to food tourism and sustainable rural development <b>Initial Reflection due Sun Jan 14, 11:59pm</b>	Ch 1, 2, 3
<b>2</b>	Jan 15	<u>Participate in live Zoom discussion seminar 9:30-10:50am Wed. Jan 17 or discussion forum participation due Sun. Jan 21</u>	
<b>3</b>	Jan 22	Module 2: Evolution of agriculture and rurality <b>Photo Essay due Sun Feb 4, 11:59pm</b>	Ch 4, 5
<b>4</b>	Jan 29	<b>Graphic Organizer Ch 1-5 due Sun Feb 4, 11:59pm</b>	
<b>5</b>	Feb 5	Module 3: Food tourism as a response to social, cultural, environmental, and economic change <u>Participate in live Zoom discussion seminar 9:30-10:50am Wed. Feb 14 or discussion forum participation due Sun. Feb 18</u>	Ch 6, 7, 8
<b>6</b>	Feb 12	<b>Midway reflection due Sun Feb 25, 11:59pm</b>	
	Feb 19	READING WEEK no classes	
<b>7</b>	Feb 26	Module 4: Rural food tourism destination development and management <b>Concept Map due Sun Mar 10, 11:59pm</b>	Ch 9, 10
<b>8</b>	Mar 4	<b>Destination Case Study Presentations due March 24, 11:59pm</b>	
<b>9</b>	Mar 11		
<b>10</b>	Mar 18		
<b>11</b>	Mar 25	Module 5: Rural food tourism experience development <u>Participate in live Zoom discussion seminar 9:30-10:50am Wed. Mar 27 or discussion forum participation due Sun. Mar 31</u>	Ch 11, 12
<b>12</b>	Apr 1	<b>Field Trip Wed Apr 3 from 2-5pm in Central Okanagan or alternative (details TBC). Field Trip Reflection due Sun Apr 7, 11:59pm</b> <b>Graphic Organizer Ch 6-12 due Sun Apr 7, 11:59pm</b>	
<b>13</b>	Apr 8	Review <u>Participate in live Zoom discussion seminar 9:30-10:50am Wed. Apr 10 or discussion forum participation due Sun. Apr 14</u> <b>Experience Development Worksheets due April 14, 11:59pm</b>	
Apr 16-25 Final Exam Period		<b>Final Exam date TBA</b>	

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.